

#### **ABSTRACT OF THE DISCLOSURE**

The present invention relates to a method for estimating location of a moving object in a navigation system, which is capable of accurately estimating location of the object in a shadow area of GPS location data so that navigation service is provided. A method for estimating location of a moving object in a navigation system includes the steps of: (a) receiving GPS location data from a moving object; (b) determining GPS shadow area by using the received GPS location data; (c) calculating moving straight distance of the moving object with reference to a last GPS location data in visible regions when the moving object is in a GPS shadow area; (d) calculating virtual location data by using the calculated moving straight distance of the moving object; and (e) calculating estimated location on a digital numeric map positioned nearest from the virtual location data, and performing a map-matching to provide a navigation service.